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Cal Poly Graphic Communication Students Take Five Out of Six Awards in Logo Design Competition

SAN LUIS OBISPO -- Cal Poly graphic communication students dominated a recent logo design contest sponsored by Fox Atomic, a new division of entertainment industry giant 20th Century Fox.

The Fox Atomic marketing team was seeking a dynamic name and logo to represent the creative energy of its core demographic of 16 to 21-year olds. Students were asked to come up with a name that embodies Fox Atomic's vision of an "edgy, funny and entertaining brand" and a "cool and/or irreverent" logo design that would not "put off" a wider audience.

Cal Poly competed against teams from the Academy of Art in San Francisco, Long Beach State, the Parson School for Design in New York, and Pratt Institute in Brooklyn. Although Fox Atomic has not yet chosen a design, winners were selected and prize money was awarded.

Cal Poly graphic communication students took five out of the six awards given. Heather Sison took second place; Nolan Henderson took third; and Jason Jones, Neven Samara, and Cindy Feng received honorable mentions. Andrew Johnson of the Academy of Art took first place.

The Cal Poly students are all part of the Graphic Communication Department's design reproduction technology concentration that teaches students to link art with technology.

"Our students develop a keen sense of both design and technology," said Professor Lorraine Donegan, coordinator of the concentration.

Harvey Levenson, head of the Graphic Communication Department, said, "This competition points to the quality of our faculty and curriculum. Our students can compete with the top graphics programs in the nation."

Duncan MacDonald, senior vice president of promotions for Fox Atomic, said, "We were thrilled with both the creativity and the entertainment savvy displayed by Cal Poly's students. They did an excellent job of capturing our vision and appealing to our audience in fresh, cutting-edge language and design."

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